

- a. electronically interconnecting said interactive electronic display with said database;
- b. displaying, on said interactive electronic display, a display screen from said database, said display screen including a plurality of product categories, at least some of which include one or more consumer products fitting that category;
- a1* c. prompting the selection by the consumer, via said interactive electronic display, of [one or more] a plurality of the displayed categories and allowing the consumer to select one or more products within each selected category which includes consumer products for discount coupons or rebate offers for consumer products within the selected [category or] categories; and
- d. downloading said discount coupons and/or rebate offers from said database to said interactive electronic display for storage or printing.

- a2* b. An interactive consumer product promotion method for providing product promotion information to a consumer at an interactive electronic display from a remote consumer product database, [A method as in claim 1, wherein] said database [includes] including a match game in which spaces

on said match game are associated with respective product categories, said method [further] comprising the steps of:

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- a. electronically interconnecting said interactive electronic display with said database;
- b. displaying, on said interactive electronic display, a display screen from said database, said display screen including a plurality of product categories, at least some of said categories including one or more consumer products fitting that category;
- [a]c. displaying said match game on said interactive electronic display along with the product categories;
[and]
- d. prompting the selection by the consumer, via said interactive electronic display, of one or more of the displayed categories and allowing the consumer to select one or more products within each selected category which contains products for discount coupons or rebate offers;
- [b]e. determining whether the selected categories make a winning combination on said match game; and
- f. downloading said discount coupons and/or rebate offers from said database to said interactive electronic display for storage or printing.